

Z ZEGNA

SUMMER 2018

Z ZEGNA Sets Sail for a Vintage Regatta

Thirty-six years of performance, fueled by a fascination for the open seas. Where the wind can turn from friend to foe, and the breaking crest of every wave longs to tell its story. In a reality where speed is measured by knots and every breath is taken with anticipation, Zegna has accompanied some of the most elegant and challenging Regattas since the early 1980s.

Now, Z ZEGNA blends a vintage regatta spirit with performance-enhanced garments to create a new seasonal wardrobe as suitable for the deck as for the city. The eclectic mix of contemporary Italian style and active-wear emphasize uninhibited motion. As navy and deep ocean blue are paired with matte black and aluminum greys, subtle whites and vibrant maritime-inspired accents in yellow and orange are boldly decisive. Silhouettes are sharp yet easy, sportswear layering plays with innovative tailoring, cutting edge details and an ample use of nautical-inspired chromatic graphics encourage a sense of freedom and the thirst for adventure. The vintage regatta influence extends into the accessories, featuring a selection of TECHMERINO™ wave sneakers and rubberized leather boots paired with colorful boat bags in tridimensional sailing fabric, water-repellent TECHMERINO™ backpacks, ocean hoods and soft-shell sailing hats.

To ensure optimal performance in dynamic situations, the TECHMERINO™ collection sports naturally-enhanced pure Australian merino wool garments certified by *The Woolmark Company*. The incredible benefits of this noble fiber help to ensure unrestrained freedom and breathability even on hot summer days. Innovation in TECHMERINO™ tailoring debuts with **TECHMERINO™ WASH & GO** suiting which is domestically machine washable while maintaining the same performance with a natural casual fit.

In parallel, Z ZEGNA has created an exclusive new Capsule Collection inspired by the *Maserati Multi70* led by renowned Italian skipper, Giovanni Soldini. The new Z ZEGNA Maserati SS18 Capsule Collection replicates the exclusive outfits designed by Zegna for the *Maserati Multi70* crew, underscoring its iconic, performance-driven expertise.

The Z ZEGNA SS18 collection, with its dynamic style attitude, is the perfect evolution to the brand's "*Tailoring meets Performance*" state of mind.

